



STATE OF WEST VIRGINIA
OFFICE OF THE ATTORNEY GENERAL
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CONSUMER PROTECTION DIVISION
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Press Release

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FOR IMMEDIATE RELEASE

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ATTORNEY GENERAL DARRELL MCGRAW SUES IGIA, INC., A DELAWARE COMPANY, ALLEGING THE COMPANY MADE MISREPRESENTATIONS TO CONSUMERS ABOUT THE HOUSEHOLD PRODUCTS IT WAS SELLING

Attorney General Darrell McGraw filed a lawsuit today against IGIA, Inc., a Delaware corporation that markets household products through infomercials and the Internet. IGIA offered vacuum cleaners for sale under the names Windstorm, Singer Lazer Storm, and Milinex Power Storm and offered these vacuum cleaners for sale as a "buy one, get one free" deal.

Most consumers who complained to Attorney General McGraw's Consumer Protection Division responded to an infomercial they saw on the TV Guide Channel. Consumers called IGIA's toll-free number which was answered by an automated system. Consumers placed their orders, gave their bank or credit card information, then the automated system confirmed their orders. Consumers who ordered one vacuum under the "buy one get one free" deal were confirmed for two vacuums; consumers who ordered two vacuums were confirmed for four. Immediately after the orders were confirmed the automated system would disconnect, preventing the consumers from disputing the amount of the vacuums they had purchased.

Consumers were not only overcharged, but many have not received the vacuums they ordered as gifts for last Christmas. Consumers who did receive their vacuums were sent double what they had ordered and charged double. Consumers have requested refunds for returned merchandise and for merchandise they were charged for but never received. IGIA has refused to give consumers refunds.

The Federal Trade Commission sued an IGIA subsidiary, Tactica International, doing business as IGIA and IGIA.com, in April 2004 for the same practices. Tactica entered into a Consent Decree with the F.T.C. that required it to cease its unlawful practices, provide consumers with prompt refunds when requested, and pay \$300,000.00 in civil penalties.

Attorney General McGraw warns, "Consumers should always be wary of ordering merchandise in response to television infomercials. Slick advertising on a widely viewed channel does not necessarily mean the merchant is reputable or trustworthy."

Consumers who have lost money to IGIA, Inc. should file a complaint with Attorney General McGraw's Consumer Protection Division by calling 1-800-368-8808 or by downloading a complaint form from this site.

To download and print a complaint form, please click on the **General Consumer Complaint Form** link at the top of this page.

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